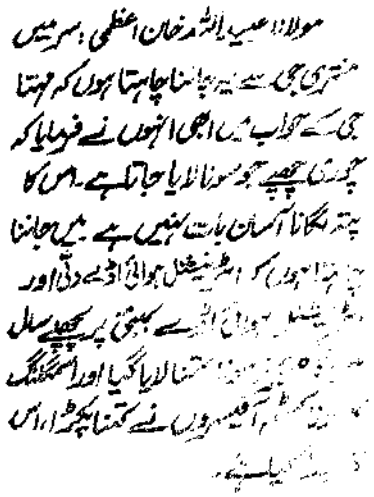
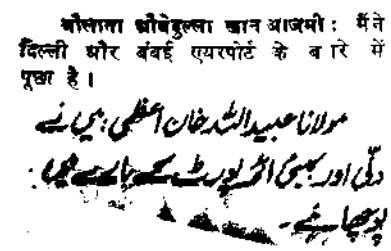


SHRI M. V. CHANDRASHEKHAR MURTHY; Sir, as far as seizers *at* las$_t$ three years are concerned, I have already replied to that question. The total duty collected____



SHRI M. V. CHANDRASHEKHAR MURTHY: Sir, at present I domnt have the figures in respect of Delhi and Bombay airports. I shall collect the figures and pass on the hon. Member.

*23. [The Questioner (Shri Anan tray Devshanker Dave) was absent. For answer vide Col..infra]

*24. [The Questioner (Miss Saroj Khaparde) was absent. For answer vide col.... infra]

†[ ]Transliteration in Arabic script.

Recover? of arrears of advertise, ments

*25. SHRI RAMACHANDRAN PILLAI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what was the amount of arrears that was to be recovered on account of advertisements as on 31.3.1994

(b) who were the major defaul ters; and

(c) what steps have, been taken to recover the arrears?

THE: MINISTER. OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO[1]): (a) to (c) A Statement is laid on the Table of the Sabha.

Statement

(a) All India Radio—Rs. 1.38 crores (excluding cases under arbitration)

Doordarshan—Rs. 12.81 crores (upto 1992-93)

(b)

1. Acil
2. Contract Advertising
3. Creative Units
4. Clarion
5. Everest
6. Enterprise
7. Headstart Advertising
8. Hindustan Thompson Advertising
9. Lintas
10. Maa Communications Pvt. Ltd.
11. Mode Advertising
12. Musireca Cassettes Incorporate
13. Ogilvy and Mather Pvt. Ltd.
14. Radio TV Commercials
15. Rediffusion Advertising
16. Renukay Advertising

17. R. K. Swamy Advertising Association
18. Sriraghavendra
19. Tara Sinha Associates
20. Ulka Advertising Pvt. Ltd.
21. VRG Agencies

(c) In order to ensure timely p»y-ment of dues, All India Radio and Doordarshan are taking recourse to all the contractual provisions including encashment of bank guarantee deaccreditation of errant agencies, arbitration and legal action.

SHRI RAMACHANDRAN PILLAI; Sir, the major source of revenue of Doordarshan is sponsorship fees and commercial advertisements. I would like to know from the hon. Minister whether the Department has framed any rules that provide for fixation of sponsorship fees, advertisement char ges mode of appointment of accre-dited agents, the manner in which the arrears are realised and also any penal provision that restricts or prohibits giving further advertise merits to defaulers.

SHRI K. P. SINGH DEO: Yes Sir.

SHRI RAMACHANDRAN PILLAI: I would like to know from the hon, Minister whether the Ministry or the Doordarshan have issued any special orders sanctioning telecast of advertisements to defaulters. If so, what are the compelling reasons for that?

SHRI K. P. SINGH DEO: Sir, there were occasions when timely payments of dues were not made. There are contractual obligations. There arc various rules by which even recourse ,to law as well as arbitration has taken place. It has been the constant endeavour of the Doordarshan, of the AIR and of the Ministry to press it vigorously. Over the years, the arrears are coming down steadily. As far as special orders are concerned, Sir, order them selves are reviewed from time to time. The last one was reviewed in February. Then the new rate chart incorporates all points which have been mentioned by the hon. Member. As far as special order is concerned, Sir, this is the latest. Sir it is a lengthy document. I can place it on the Table of the House. If you allow me, I will place it On the Tabid. If I read it out, it will take very long time because it has many pages various categories of advertisements; sponsorship and the entire gamut. Would you like me to lay it or, (he Table of the House?

MR. CHAIRMAN: You can lay it on the Table of the House.

श्रीमती सुषमा स्वराज : सभापति जी, यदि आप प्रश्न को देखेंगे तो प्रश्न में प्रश्नकर्ता ने 31-3-94 तक की बकाय राशि का हिसाब मंत्री महोदय से मांगा है लेकिन जो वक्तव्य उन्होंने सदन के पटल पर रखा है उसमें उन्होंने 1992-93 तक की राशि रखी है कि 1992-93 तक 12.81 करोड़ रुपया दूरदर्शन का और 1.38 करोड़ रुपया आकाशवाणी का बकाया है । मैं मंत्री महोदय से सबसे पहले यह जानना चाहती हूं कि 31-3-94 को समाप्त होने वाले वित्तीय वर्ष को बीते हुए भी तीन महीने से अधिक हो चुके हैं अभी तक दूरदर्शन के पास इस बात का हिसाब नहीं है कि कितनी राशि बकाया है 92-93 का ब्यौरा आप बता रहे हैं मैं जानना चाहती हूं कि आपको कितना समय लगेगा अपने विभाग में यह जानने के लिए कि आप का कितना पैसा बकाया है । 31-3-94 का हिसाब आपने सदन को नहीं दिया । आखिर कितना टाइम लगता है आपके विभाग को यह पता करने में कि इतनी राशि बकाया है ?

इसके साथ-साथ मैं यह जानना चाहती हूं कि प्रश्न के भाग "घ" में जो आपने चार उपाय बताए हैं-एनकैशमेंट आफ बैंक गारण्टी, डीएक्रीडिएशन आफ इरेन्ट एजेंसीज, आर्बीट्रेशन और लीगल एक्शन । इन से आप वसूल करते हैं । इनमें सबसे प्रभावी माध्यम है-डीएक्रीडिएशन का क्योंकि आर्बीट्रेशन और लीगल एक्शन के चक्कर में उलझे रहे तो वर्षों मामला

लटक जाएगा । जो आपने 21 एजेंसियां बताई हैं तो क्या आप यह बताने का कष्ट करेंगे कि इसमें कितनी एजेंसियां ऐसी हैं जिनको आपने डीएक्रीडिएशन करने के बाद उनके विज्ञापन रोक दिए हैं ? क्योंकि सबसे प्रभावी माध्यम तो यही है । अगर आप उनको विज्ञापन देना बंद कर देंगे तब आपको पुराना बकाया चुकायेंगे वरना वह नहीं देंगे ? यह मैं आपसे जानना चाहती हूं ।

SHRI K. P. SINGH DEO; I will answer the last question first. There are 14 parties which had defaulted and their accreditations were taken away. After the payments were made and the arrears were- cleared, six of them have been reinstated, As far as the first question is concerned, that is, whether the Doordarshan is not aware or the AIR is not aware, that is not a fact. The figude for 1992-93 was given because no reconciliation of those accounts was necessary. As far as 1993-94 is concerned, the figures as on 31.3.94 still stand at Rs. 1.38 crores as far as Commercial broadcasting service is concerned this is what is there in the statement itself—and as far as Doordarshan is concerned it is Rs. 12.81 crores. Whenever credit is given, there is an inherent clause that there will be some arrears and(therefore, we did not want to give the incorrect figure. The figures up to 1992-93 are correct. Now, as on 31.3.94, these figures stood at Rs. 1.38 crores as far as commercial broadcasting service of AIR is concerned and at Rs. 12.81 crores as far as advertisements for Doordarshan is concerned. In the meantime, in the last four months, they

श्रीमती सुषमा स्वराज : वही फिगर पढ़ रहे हैं जो 92-93 की हैं । 1994 तक कितना बकाया है वह नहीं बता रहे हैं ।

SHRI K. P. SINGH DEO: If you kindly have some patience.Inter ruptions)

have taken vigoiurous steps and they have collected * . (Interruptions)

SHRIMATI SUSHMA SWARAJ: I did have patience but it was only when you were repeatedly giving the same figures, that I stood up.

SHRI K. P. SINGH DEO; Over the last four months, that is up to March, 1994- as far 'as AIR *'is* concerned, it has come down to Rs. 91.6 lakhs, out of which Rs. 42 lakhs have been recovered and as far as Doordarshan is concerned Rs. 5.86 crores have been recovered till March, 1994. Therefore, we did not want to give the figures pertaining to a period after 31st March as this would have created problems. That is why we wanted to give the ones which we have reconciled. So, we had given the figures up to 1992-93. The other figures are the latest that is. upto July, 1994.

SHRI S. JAIPAL REDDY: Sir, I would like to submit that the answer given by our Minister is still incomplete . I do not know why, in res., pect of All India Radio, the Minister gave a figure excluding cases under arbitration. Sir, they may be under arbitration but the All India Radio has its own claims. That figure should have been given. Therefore, I request the Minister to give the figure which includes the claims under arbitration too. Secondly he gave the figure of Rs. 12.81 crores up to 1992-93 in regard to Doordarshan. As Sushmaji rightly put as to what was the figure that sto|od at the end of 1993-94, you gave the figure in regard to the collection that hag since been made, but you did not mention the figure as it stood at the end of 1993-94. Will the Minister clarify?

SHRI K. P. SINGH DEO; Sir I did mention the same figure for 1993-94 because the reconciliation work was going on. Therefore, the figures of 1992-93 are the same for 1993-94. That is, Rs. 1.38 crores for Doordarshan (Interruptions).. .

DR. MURLI MANOHAR JOSHI: Mr. Chairman Sir, does it mean that there were n,a arrears at all which accrued during the entire fin. ancial year 1903-94?

SHRI. K. P. SINGH DEO: No, 1 did not mean that.

DR. MURLI MANOHAR JOSHI: Then what did you mean?

SHRI. K. P. SINGH DEO: You wanted the figures for 1993-94. As on March, 1994, the figure in respct of Commercial Broadcasting Service is Rs.1.38 .crores. You wanted to know in respect of arbitration. It is Rs. -1.1 crores which is more than this "Rs. 1.38 crores. In respect of arbitration we are not sure how much-you are going to recover. There fore_ I have not mentioned about this. Sinec the hon. Member wanted to know I had given these figures. As far as Doordarshan is concerned, it is Rs, 12.81 crores as on 31st Mar ch, 1894

SHRI S. JAIPAL REDDY: Mr. Chairman Sir, our confusion has not been removed so far.

SHRI K. P. SINGH DEO: The second Question was about collection. I have given the collection figures for the first, four months.

OR. MURLI MANOHAR) JOSHI: Mr. Minister; you don't want to give the information .The simple ques-tion was; What was the amount of arrears that accrued during the financial year 1993-94? Were they same as they were for 1992-93?

SHRI S. JAIPAL REDDY: How can they be the same?

DR. MURLI MANOHAR JOSHI; You said that as on 31.3.1993; a cer tain amount of arrears accrued..... (Interrianations)

SHRI , MOHAMMED AFZAL alias MEEM AFZAL: There is only a 90 day credit for advertisers.

MR. CHAIRMAN: It is about ac-counting. Let the Minister explain.

DR. MURLI MANOHAR, JOSHI; From 1.4.1993 to 31.3.1994, what Were the arrears that accrued for Doordarshan and AIR?

SHRI K. P. SINGH DEO: I can-not fabricate figures just to satisfy the hon. Member. The figures are to be different for both the years. The figure as on 31.3.1994, as far as AIR is concerned is Rs. 1.13 cro-les and as far as Doordarshan is concerned it is Rs. 12.61 crores . . (interruptions). .

श्री दिग्विजय सिंह : सेम ही मानिएन। (व्यवधान)

DR. MURLI MANOHAR JOSHI; How is it possible? How can i$_t$ be? No. it cannot be.

MR. CHAIRMAN: The Members want to know whether there are any arrears during the financial year 1993 94.

DR. MURLI MANOHAR JOSHI; What were the arrears that accrued from 1.4.1993 to 31.3.1,994 apart from what they were as on 31.3.1993? We would like to know what amount wag added during the financial year 1993-94. Do you mean to say thai there were no arrears in 1993-94?

MR. CHAIRMAN; He says that the accounts are not reconciled and something like that.

SHRI K. P. SINGH DEO: For 1993-94, even after March, 1994 the accounts are not recociled.

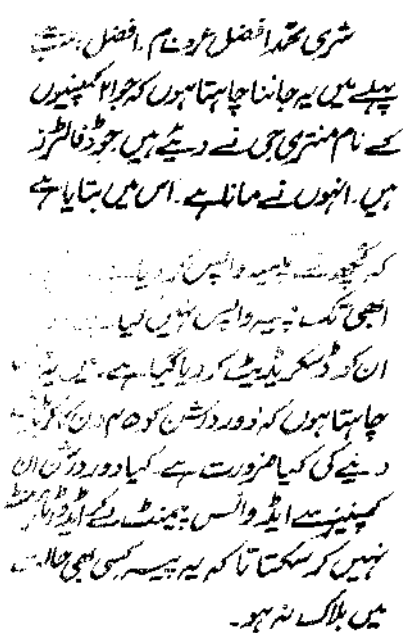
DR. MURLI MANOHAR JOSHI; How much time do you require?.

SHRI MOHAMME AFZAL alias MEEM AFZAL: There is only a 90. day credit to the advertising agencies which should have been over by 30th June, 1994.

SHRI K. P. SINGH DEO; It is only 45 days. I will collect the information as to what the arrears were against the names for the period between 1992 and 1993. But as far as 1983.94 is concerned, the figuires are what I have stated in respect of Doordarshan and AIR. It is Rs. 12.61 crores in respect of Doordarshan and Rs. 1.38 crores in respect (of AIR. For the four-month period up to 15th July; 1994; I have given the figures of the amount recovered. That is Rs. 5.86 crores for Doordarshan and Rs 42 lakhs J5or AIR. If you want any other information; I will collect and supply it ... you.

DR. BIPLAB DAS GUPTA: Sir is the quality of the answer given by the hon. Minister a reflection of the quality of the programmes of Doordarshan itself?

श्री मोहम्मद अफजल उर्फ शीम अफजल : सब से पहले तो मैं यह जानना चाहता हू कि जो 21 कम्पनियों के नाम मंत्री जी ने दिए हैं, जो डिफाल्टर्ज हैं, इन्होंने माना है। इसमें बताया गया है कि कुछ ने पैसा वापिस कर दिया है और कुछ ने अभी तक पैसा वापिस नहीं किया है और उनको डिएक्रीडियेट कर दिया गया है। मैं यह जानना चाहता हूं कि दूरदर्शन को 45 दिन का क्रेडिट देने की क्या जरूरत है। क्या दूरदर्शन इन कम्पनीज से एडवांस पेमेंट ले कर के एडवरटाइजमेंट नहीं कर सकता ताकि यह पैसा किसी भी हालत में ब्लाक न हो ?



DR. K. P. SINGH DEO: Sir; this is a suggestion by the hon. Member which I shall pass on to Doordarshan.

Changes in the FERA positions

*26. SHRI KRISHNA KUMAR BIRLA: Will the Minister of FINANCE be pleased to state:

(a) whether Government propose to bring about major changes in the FERA;

(b) if so; the deails of the changes likely to be made and the reasons therefor;

(c) whether the FERA changes will have any impact on the present economic liberalisation; and

(d) if so, the details thereof? []

Transliteration in Arabic script.